



**JONATHAN E. FIELDING, M.D., M.P.H.**  
Director and Health Officer

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April 16, 2009

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.  
Director and Health Officer

SUBJECT: **NOTIFICATION OF DEPARTMENT OF PUBLIC HEALTH'S USE OF DELEGATED  
AUTHORITY TO EXECUTE A CONTRACT WITH KCBS MARKETING, INC., FOR  
BIOTERRORISM PREPAREDNESS AND RESPONSE**

This is to advise you that I am exercising the delegated authority approved by your Board on July 29, 2008, to execute new service agreements related to bioterrorism and public health emergency preparedness and response, 100 percent funded by Centers for Disease Control and Prevention (CDC), with contract maximum obligations not to exceed \$500,000 per service agreement, effective no sooner than the term of the CDC contract through August 9, 2010, subject to review and approval by County Counsel and the Chief Executive Office, and notification of Board offices.

Under this authority, Department of Public Health will enter into an agreement with KCBS Marketing, Inc., (KCBS) effective on the date of execution by the parties through August 9, 2009. The contract maximum obligation will be \$500,000, with 100 percent funded by CDC Grant Award 5U90TP917012-09, Amendment Number 2, Carryover Number 2. The purpose of this agreement is to make emergency preparedness public awareness announcements to the vast multi-cultural, multi-lingual residents of Los Angeles County. The announcements will be in 12 different languages and broadcasted through various communication mediums such as: radio, television, and print publications. KCBS has developed the "Just Be Ready. Prepare Together" campaign that emphasizes the importance of families having a family emergency plan in place in the event of bioterrorism or other natural disasters. These campaign announcements will encourage residents to prepare by distributing supply kits that contain ten essential preparedness items to the residents of Los Angeles County through community outreach to schools, planned events, business and community based organizations.

County Counsel and the Chief Executive Office have reviewed and approved this agreement.

If you have any questions or require additional information, please let me know.

JEF/rdt  
#00840.rdt

c: Chief Administrative Officer  
County Counsel  
Executive Officer, Board of Supervisors